

Message Text

UNCLASSIFIED

PAGE 01 BANGKO 02538 060956Z

46

ACTION EA-09

INFO OCT-01 ISO-00 USIE-00 EB-07 IO-11 CU-04 MMO-04 CAB-05

PRS-01 PA-02 /044 W

----- 082978

R 060325Z FEB 76

FM AMEMBASSY BANGKOK

TO SECSTATE WASHDC 7868

USDOC WASHDC

INFO AMEMBASSY SINGAPORE

AMEMBASSY TOKYO

UNCLAS BANGKOK 2538

DEPT PASS USIA/IOP/C, IMV/D

SINGAPORE FOR TRADE CENTER

TOKYO PASS U.S. TRAVEL SERVICE

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJECT: BICENTENNIAL VISIT USA PROMOTION

REF: (A) STATE 009053, (B) 75 BANGKOK 25761, (C) 75 STATE

A-5900, (D) 75 STATE A-94

1. IN EARLY APRIL, EMBASSY INTENDS TO LAUNCH ITS BICENTENNIAL U.S. TRAVEL PROMOTION WHICH WILL CONTINUE THROUGHOUT THE BICENTENNIAL YEAR. THE TRAVEL INCENTIVES OFFERED BY THE DEPARTMENT OF COMMERCE'S FOREIGN BUYERS PROGRAM, THE VISIT USA PROGRAM OF U.S. TRAVEL SERVICE, AND THE BICENTENNIAL CELEBRATIONS THROUGHOUT THE U.S. DURING THE YEAR WILL BE COMBINED TO MAKE AN ATTRACTIVE TRAVEL PACKAGE TO BE OFFERED TO THE NON-AMERICAN BUSINESS COMMUNITY OF THAILAND AND TO TOURISTS IN GENERAL.

2. THE PROGRAM, AS ENVISAGED, IS A MAJOR EFFORT INVOLVING FULL SUPPORT AND COOPERATION OF VARIOUS ELEMENTS OF THE MISSION INCLUDING USIS, THE CONSULAR AND COMMERCIAL SECTIONS. WASHINGTON
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BANGKO 02538 060956Z

TON'S COOPERATION AND INPUT WOULD ALSO BE OF PRIMARY IMPORTANCE

TO THE SUCCESSFUL IMPLEMENTATION OF THE PROGRAM.

3. WHILE THE BUSINESS COMMUNITY AND THE GENERAL PUBLIC WILL BE THE TARGETS OF THE PROMOTION, MUCH OF OUR EFFORTS ARE TO BE CHanneLED THROUGH MEMBERS OF THE LOCAL TRAVEL INDUSTRY. AN INAUGURAL EXHIBITION IS TENTATIVELY PLANNED FOR APRIL 12, 1976 AT ONE OF THE LOCAL AMERICAN HOTELS. INVITEES WILL BE SELECTED MEMBZRS OF THE LOCAL TRAVEL INDUSTRY, INCLUDING AIR CARRIERS, TRAVEL AGENTS, THE PRESS, RADIO AND TV, WHO WILL VIEW ATTRACTIVE BICENTENNIAL POSTERS, FILMS AND SLIDES DEPICTING VARIOUS ASPECTS OF EARLY AMERICAN LIFE AND BICENTENNIAL CELEBRATIONS IN DIFFERENT PARTS OF THE UNITED STATES. THE MEMBERS OF THE THAI TRAVEL INDUSTRY WILL BE PROVIDED A DESCRIPTIVE CALENDAR OF EVENTS PREPARED BY THE AMERICAN REVOLUTION BICENTENNIAL ADMINISTRATION (ARBA), INFORMATION ON U.S. TRADE SHOWS, EXHIBITS, U.S. PLANT VISITS AND PARTICULARS OF USTS'S VISIT USA PROGRAM FOR 1976.

4. SUBSEQUENTLY, SEVEN PUBLIC EXHIBITS WILL BE HELD MONTHLY DURING CY 76 IN A USG FACILITY I.E. COMMERCIAL OFFICE, AMERICAN UNIVERSITY ASSOCIATION (BINATIONAL CENTER) AND OTHER HEAVY TRAFFIC AREAS LIKE SIAM CENTER WHICH HOUSES PAN AMERICAN AIRLINES, WORLD TRAVEL AGENCIES. EACH OF THESE EXHIBITIONS WILL BE SUPPORTED WITH LOCAL NEWSPAPER ADVERTISING SUPPLEMENTED BY FILM SHOWINGS TO BE ARRANGED BY USIS ON LOCAL TV CHANNELS.

5. USIS BANGKOK CAN PROVIDE MUCH OF THE ESSENTIAL BICENTENNIAL INFORMATION AND MATERIALS FOR THE EXHIBITIONS. COSTS AND EXPENSES OF THE PROMOTION TO JUNE 30 CAN BE MET FROM POST'S FUNDS. THE COOPERATION AND SUPPORT OF THE DEPARTMENT OF COMMERCE IS ESSENTIAL FOR THE SUCCESS OF THE PROMOTION. THE DEPARTMENT IS REQUESTED TO PROVIDE ASAP A) AN UPDATED DESCRIPTIVE CALENDAR OF BICENTENNIAL EVENTS COMPILED BY ARBA (AS DESCRIBED IN REF B); B) COMPLETE INFORMATION ABOUT USTS TRAVEL USA 1976, INCLUDING SPECIAL PACKAGE DISCOUNTS SUCH AS USAPASS FOR VISITORS FROM ABROAD (REF A); C) PHOTOS, FILMS, SLIDES AND VTR'S ON TRADE SHOWS, U.S. EXHIBITS, PLANT VISITS AND OTHERS THAT WOULD BE APPROPRIATE AND OF INTEREST TO FOREIGN BUSINESSMEN; D) LISTS AND DATES OF STATE FAIRS, TRADE SHOWS AND EXHIBITS OMITTED FROM COMMERCE'S 1975-76 DIRECTORY OF U.S. TRADE SHOWS AND UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BANGKO 02538 060956Z

EXPOSITIONS; E) APPROPRIATE BROCHURES, PAMPHLETS AND USEFUL HANDOUTS; F) MONTHLY AND/OR PERIODIC UPDATING OR SUPPLEMENTS OF EACH OF THE FOREGOING; G) FUNDS FOR THE FIVE-MONTH PERIOD, JULY 1- NOV 30, 1976.

6. FUNDS REQUIRED FOR THE PROMOTION DURING THIS PERIOD IS ESTIMATED AT \$5,100 AND WOULD INCLUDE ADVZRTISING (\$3,800), RENTAL OF EXHIBIT SPACE (\$1,000) AND PRINTING AND POSTAGE

(\$300).

7. SEVERAL TRAVEL AGENTS HAVE MENTIONED THAT THE HIGH COST OF ROUND TRIP TICKET TO THE U.S. ON U.S. AIRLINES WOULD BE A LIMITING FACTOR IN SUCH A PROMOTION (CUT-RATE FARES ARE OF COURSE, ALREADY AVAILABLE FOR FLIGHTS TO THE U.S. ON MANY IATA AND NON-IATA AIRLINES OPERATING THROUGH BANGKOK). THEY SUGGESTED THAT IF CAB WOULD APPROVE A SPECIAL RATE DURING 1976 IT WOULD SUBSTANTIALLY INCREASE TRAVEL VIA U.S. AIRLINES. THEY ALLUDED TO THE SPECIAL ROUND TRIP FARE U.S.-BANGKOK-U.S. WHICH ENCOURAGES AMERICANS TO TRAVEL TO BANGKOK (AND INCREASES THE U.S. BALANCE OF PAYMENTS DEFICIT). THE LOCAL PAN AM REP FAVORS A REDUCTION CONTENDING THAT IT WOULD MAKE PAN AM MORE COMPETITIVE WITH THE WIDELY DISCOUNTED FARES AVAILABLE IN BANGKOK FROM THE NON-U.S. AIRLINES. HE STATED ALSO THAT HE WOULD ENCOURAGE HIS HOME OFFICE TO CONSIDER THE MERITS OF SUCH A REDUCTION. CAN THE CAB BE REQUESTED TO APPROVE A LOWER RATE TO ENCOURAGE THE REVERSE FLOW OF TRAVELERS VIA U.S. AIRLINES? EMBASSY REQUESTS THE DEPARTMENT APPROACH CAB TO SOUND OUT THIS POSSIBILITY.

8. DEPARTMENT'S PROMPT REPLY WOULD BE APPRECIATED.

WHITEHOUSE

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 06 FEB 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976BANGKO02538
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760046-0045
From: BANGKOK
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760276/aaaacovc.tel
Line Count: 137
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 9053, 76 BANGKOK 25761
Review Action: RELEASED, APPROVED
Review Authority: MartinML
Review Comment: n/a
Review Content Flags:
Review Date: 03 AUG 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <03 AUG 2004 by BrownAM>; APPROVED <10 NOV 2004 by MartinML>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: BICENTENNIAL VISIT USA PROMOTION
TAGS: BEXP, TH
To: STATE COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006